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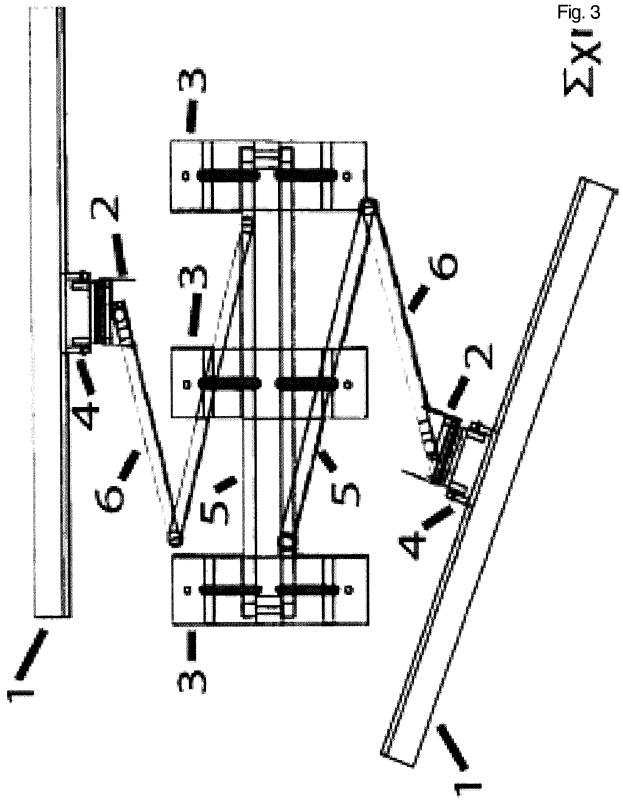
(54) **ADVERTISING BOARD ON BASKETBALL STANCHION**

(57) Rotary, variable, telescopic base of advertising board for basketball pole, located above the horizontal or diagonal basketball pole mounting pivot. The advantages of this invention is that it may accommodate all types of advertising boards, whether fixed, mechanical or electronic, so as to develop an integrated advertising system. Advertising surfaces provide full viewing during TV transmission, as the viewing angle with respect to the camera is vertical, as opposed to other boards or systems. Furthermore, it can be mounted on all basketball pole types, especially in Europe where diverse types are encountered - even within the same country, as opposed to other systems or boards that may be placed on specific basketball pole types.

Fig. 3



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Description

[0001] The invention refers to the manner and the position where advertising boards are located on basketball pole, aiming at displaying advertising messages, images as well as videos, with information of interest to all spectators.

[0002] All basketball games host several locations where sponsor and advertiser messages are displayed, as well as information addressed to in court spectators as well as the TV audience. These locations are often around the court or at the spectator stands; in recent years they are placed on basketball poles as well.

[0003] On basketball poles, advertising messages are placed around the pole's plinth. They are often static images or seff - adhesive logos. Apparently, they may be affixed at locations visible by all spectators.

[0004] In the last two years, we have experienced NBA games where basketball poles are fitted - parallel to the horizontal mounting axis - with a system consisting of LED technology electronic boards. These are placed on a fixed rectangular saddle like base, as described in the patent right with an application number 20120218753, date of publishing: 30/08/2012. (1) figure 1.

[0005] The particular mode of installation and the place of installation of the entire system has two basic shortcomings. Firstly, the two advertising surfaces are mounted on a fixed base, parallel to the horizontal mounting axis of the basketball pole. This way, they are also parallel to the horizontal axis as well as to the sidelines of the court.

[0006] Most and most important basketball games receive TV coverage. Cameras that broadcast signal from the game are located at several positions around the court. The key location hosting cameras is on the virtual vertical line at the middle of the court, as well as high at spectator stands (5) and (6) figure 1. From this point, the major part of a basketball game is broadcast. Thus, compared to a central camera, the advertising board of the above mentioned system is set at an angle less than 75 degrees (3) figure 1, figure 2.

[0007] This way, the usable surface is reduced and sponsor logos are distorted, for example ref. (1),(2),(3) figure 5 where the same surface is viewed under different angles as opposed to (4) figure 5, the latter being vertical and all content is viewable without distortion.

[0008] Lastly, the size of system base and - in particular - its length - limit its capability to be placed on all basketball pole types (1),(2),(3) figure 7 which feature a short horizontal pivot, or joints between the pivot and the basketball pole extend towards the back of their horizontal axis. Thus, it can be only on those fitted with long horizontal mounting pivots (4) figure 7.

[0009] The purpose of this invention is to allow installation of advertising boards of any form, electronic or mechanical operated, or fixed on any type of basketball pole (1), (2), (3), (4) figure 5, irrespective of the length of the horizontal mounting pivot. Even if the joints - pipes - retainers of the backboard extend the whole length of the horizontal pivot, this invention allows placement and operation of advertising boards (2) figure 8.

[0010] Furthermore, most importantly, with the present invention, the surface of the advertising board is always vertical compared to the central game broadcast camera (4) figure 1 and figure 8, hence the optimal 60 visual result from messages projected to viewers. Moreover, the two surfaces may assume a different position or angle (1) figure 9 in case this is preferred by the end user.

[0011] More specifically, the plinth consists of the top brackets (2) figure 4 and (3) figure 3, bottom brackets (1) figure 4 where their shape is formed depending on the shape of the column of each basketball pole, so that when their are bolted at their edges, they become a solid set with the column.

[0012] The number of brackets is indicative; it refers to the exemplary column; it may never be less than 2, as the structural integrity of the construction is important. Moreover, an elastic surface is placed between the brackets and the column to absorb vibration.

[0013] A square frame shall be placed on the top brackets and the main body (4) figure 4. This constitutes the mount of the movable parts of the invention. To ensure that the frame (4) figure 4 is rigid, depending on the number of brackets, counterforts are placed (3) figure 4. These are triangular frames to stabilize the frame (4) figure 4 with respect to the top brackets (2) figure 4.

[0014] On the central frame (4) figure 4 and on both sides, dual brackets are first installed (7) figure 4, then a single bracket is placed (8) figure 4. The dual brackets including the single ones shall be linked by cylinders (5) and (6) figure 4 so that rotary movement on their axis is possible.

[0015] At the end of the single bracket (8) figure 4 a square slab shall be placed (9) figure 4. Its top is in contact with another slab with equal side lengths (10) figure 4. The contacting part is also cylinder shaped so that the outer slab moves on its vertical axis, to allow regulation of the gradient of the surface, with respect to their horizontal axis.

[0016] On the square slab (10) figure 4 an articulated frame will be placed. This consists of an inverted 'Π' shaped surface (4) figure 6 and this couples with a corresponding inverted Π shaped surface (3) figure 6, which is formed in proportion to the height of the advertising board. It is fitted with holes on both sides (5) figure 6 to allow configuration of the desired height for the concerned advertising surface.

[0017] Lastly, angles surfaces (1) and (2) figure 6, being proportional to the width of the advertising surface, essentially function as an open frame where the advertising board is bolted. This allows the advertising surface to make contact and an integral set is created (i.e. a wholesome advertising message system) placed above the horizontal mounting pivot of the basketball pole.

[0018] All the parts of the plinth and the frame can be metallic or made by strong yet lightweight materials, such

as carbon fibre. A foam -clad protective material shall be placed around the brackets to protect players; the same shall be placed around all advertising surfaces.

[0019] Furthermore, all moving parts shall be fitted with steel wire strirrups, so that in case a connector of the moving parts fails, none of the parts will fall. Even when the advertising surface is electronic, i.e. LED or OLED technology based, the necessary ducts for routing and protecting the required cables are placed on the plinth and in the frame.

Claims

1. Rotary, variable, telescopic base of advertising board for basketball pole, **characterized by** the capability of installing on any basketball pole type.

2. Rotary, variable, telescopic base of advertising board for basketball pole, according to claim 1, comprising of fixed parts, brackets and links.

3. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, located above the horizontal basketball pole mounting pivot and behind its backboard.

4. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, capable of turning the advertising board so that its angle of viewing is vertical to the central TV camera.

5. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, where in case the advertising board is applied to it, a wholesome (in visual and functional terms) advertising message projection system is created.

6. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, whose all parts can be made from metallic or other lightweight yet sturdy materials.

7. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, capable of placing the advertising area in the TV frame, depending on coverage method.

8. Rotary, variable, telescopic base of advertising board for basketball pole, according to claim 1, comprising of one or two advertising surfaces.

9. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1 where the positions of the two advertising surfaces may be different.

10. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1 where each advertising surface may move along all three axes.

11. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1 where the advertising surface is above the imaginary line of the horizontal pivot that supports the basketball pole.

12. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, where in case no horizontal pivot is available, it may be located on the diagonal basketball pole mounting axis.

13. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, fitted with protective covers on all parts subject to impact with players or other nearby persons.

14. Rotary, variable, telescopic base of advertising board for basketball pole according to claim 1, where all types of advertising boards may be placed, whether fixed, mechanical or electronic.

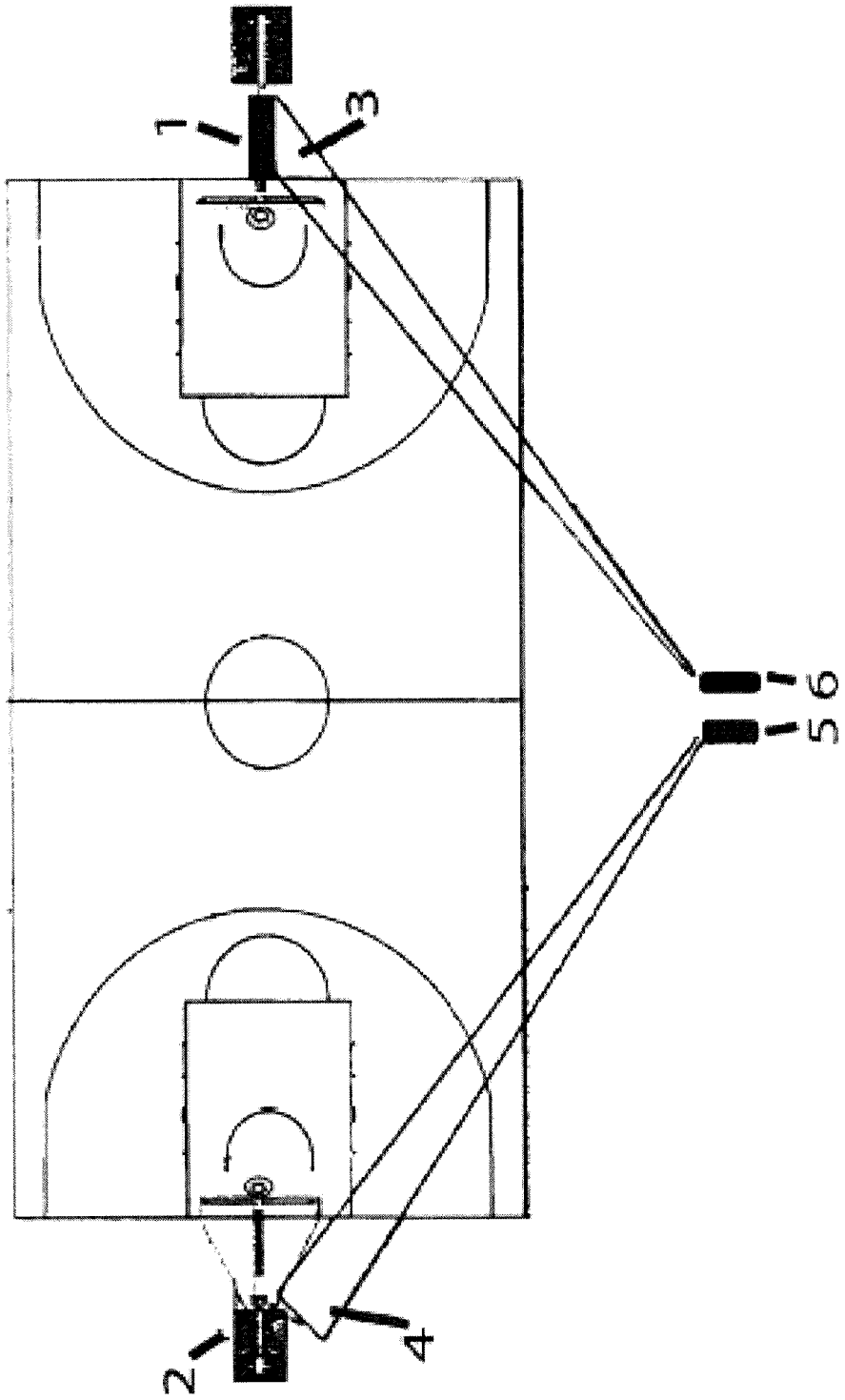


Fig. 1

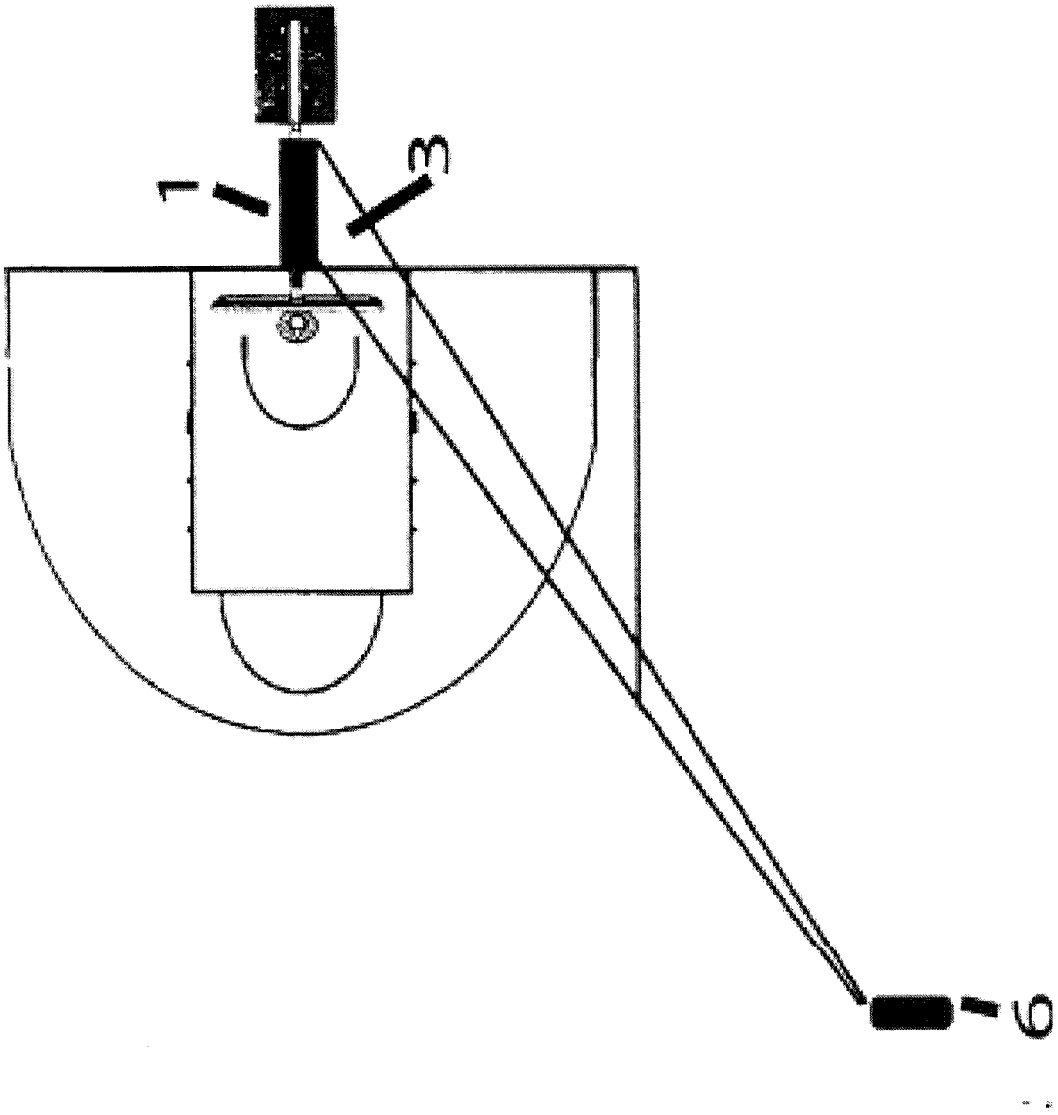


Fig. 2

Fig. 3

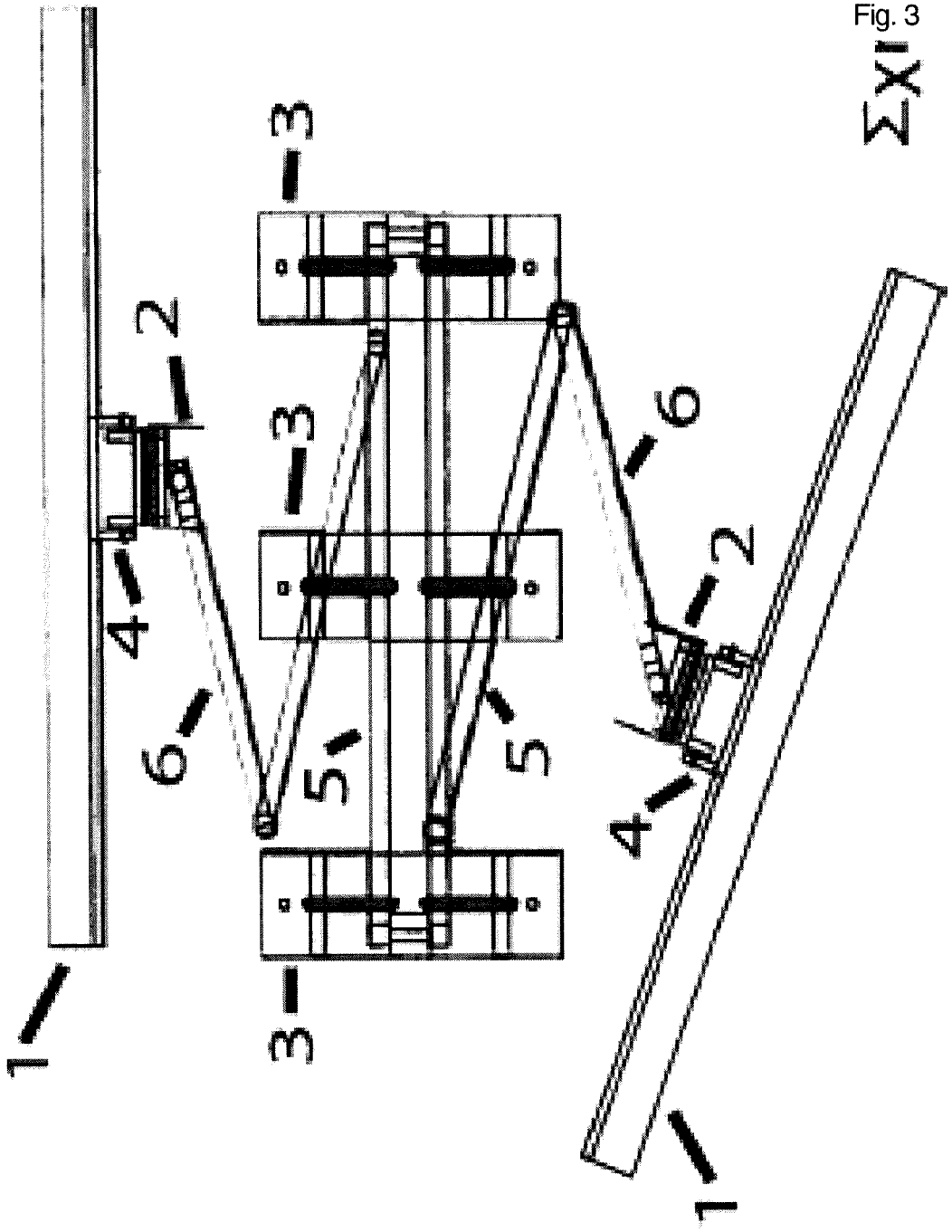
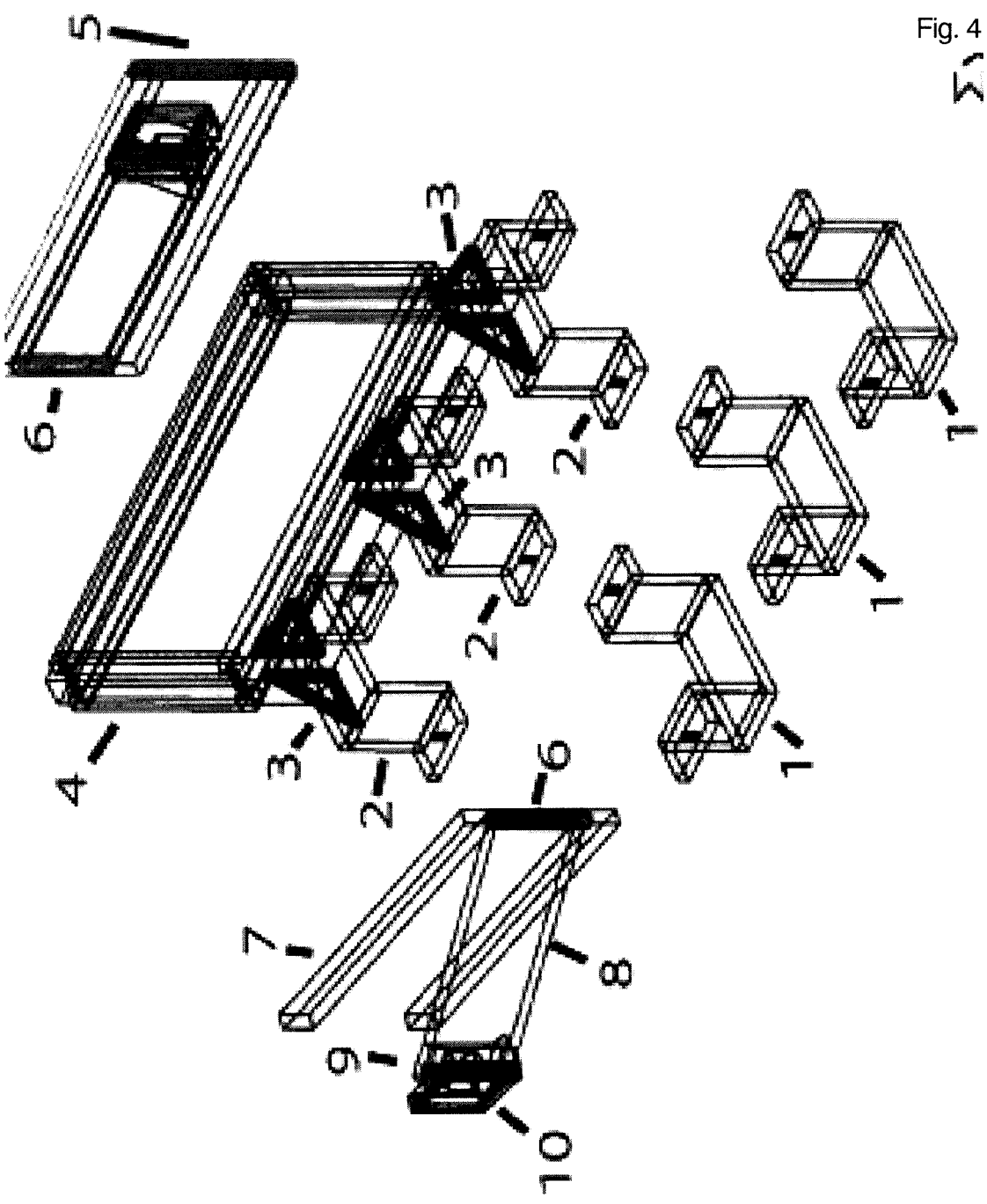


Fig. 4



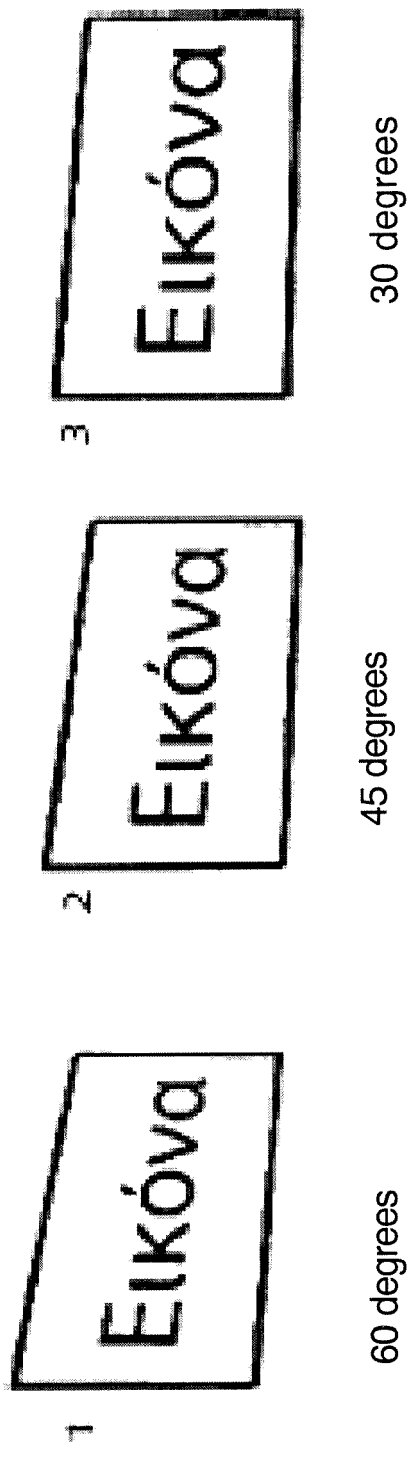

Εικόνα
60 degrees
1
Εικόνα
45 degrees
2
Εικόνα
30 degrees
3
Εικόνα
90 degrees
4

Figure 5

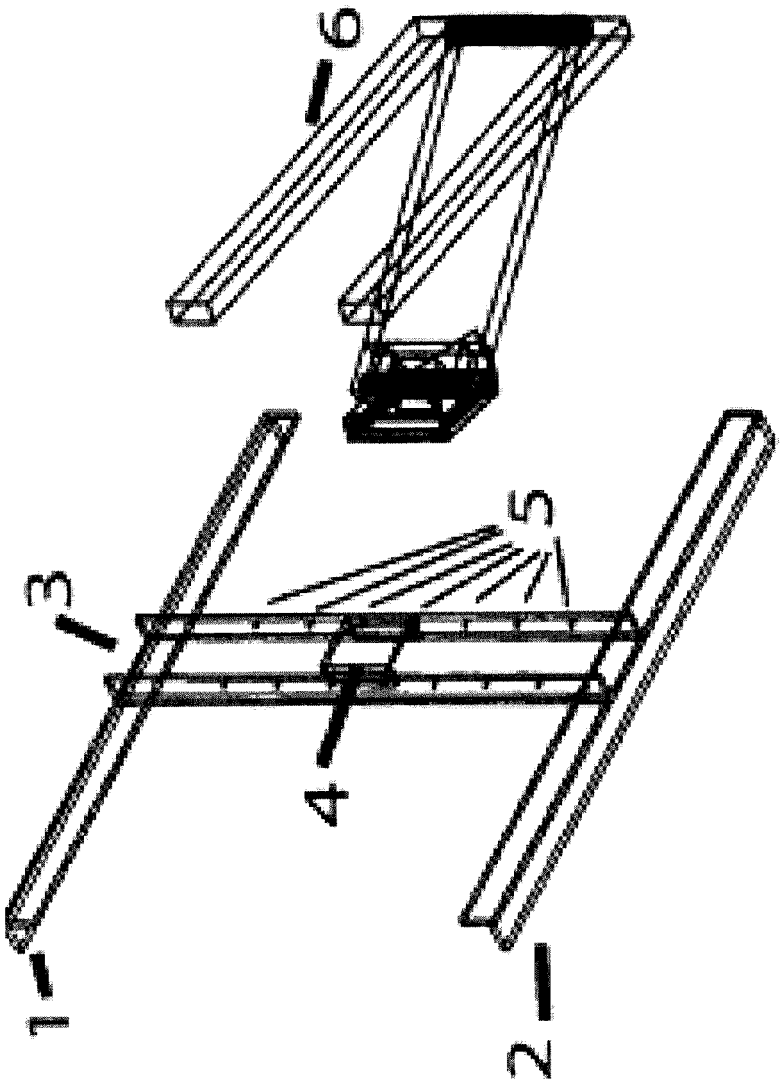


Figure 6

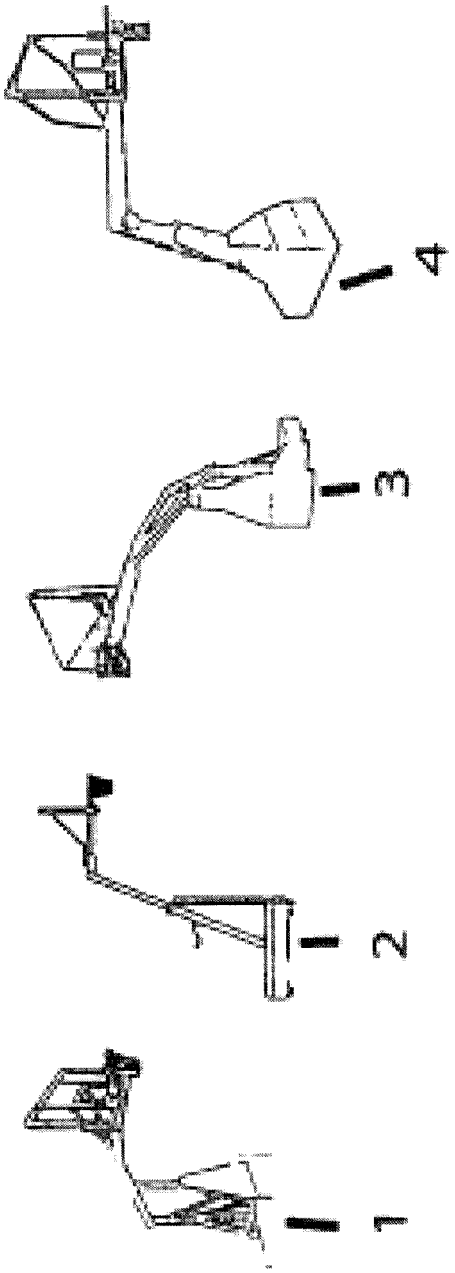


Figure 7

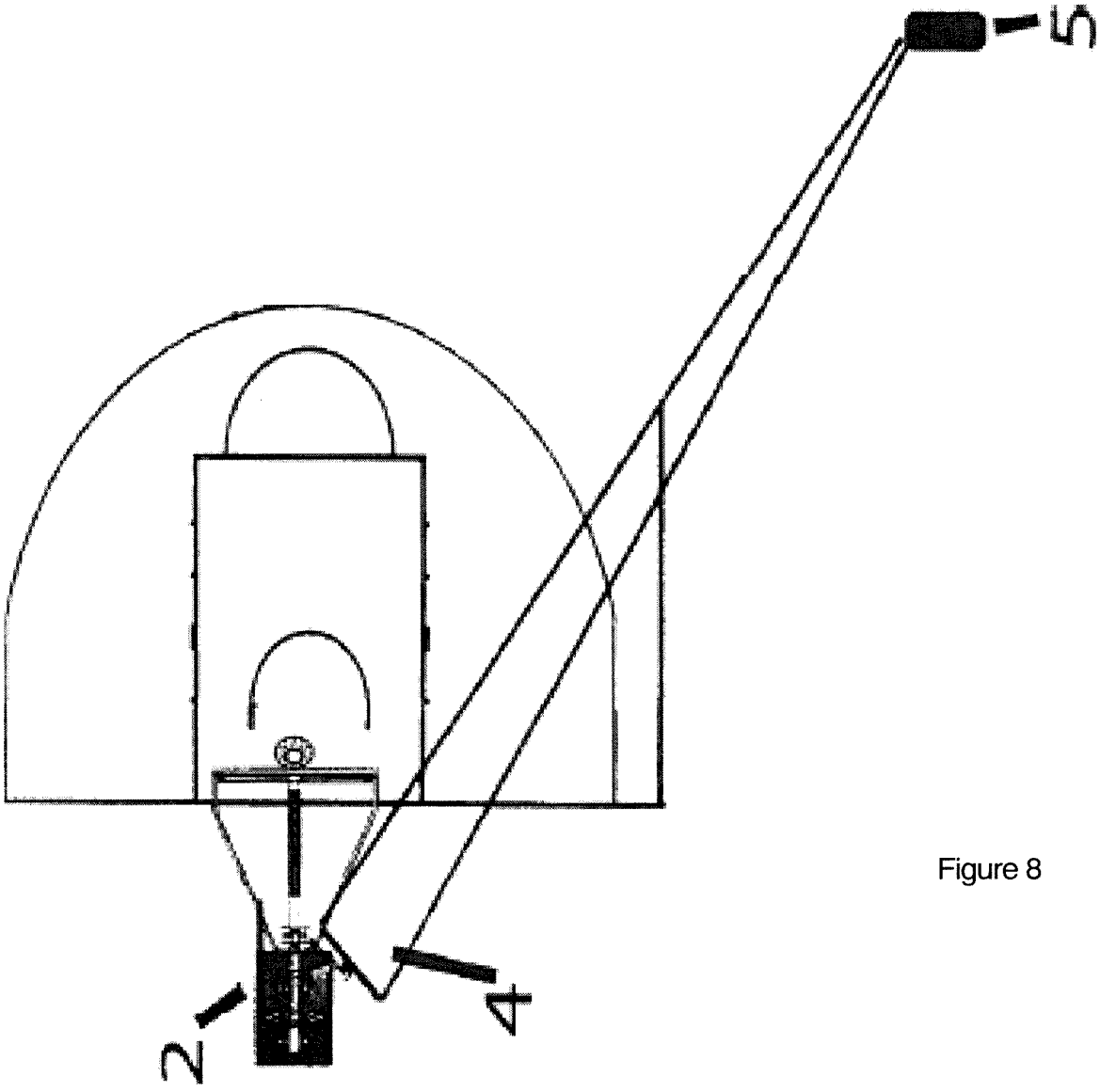


Figure 8

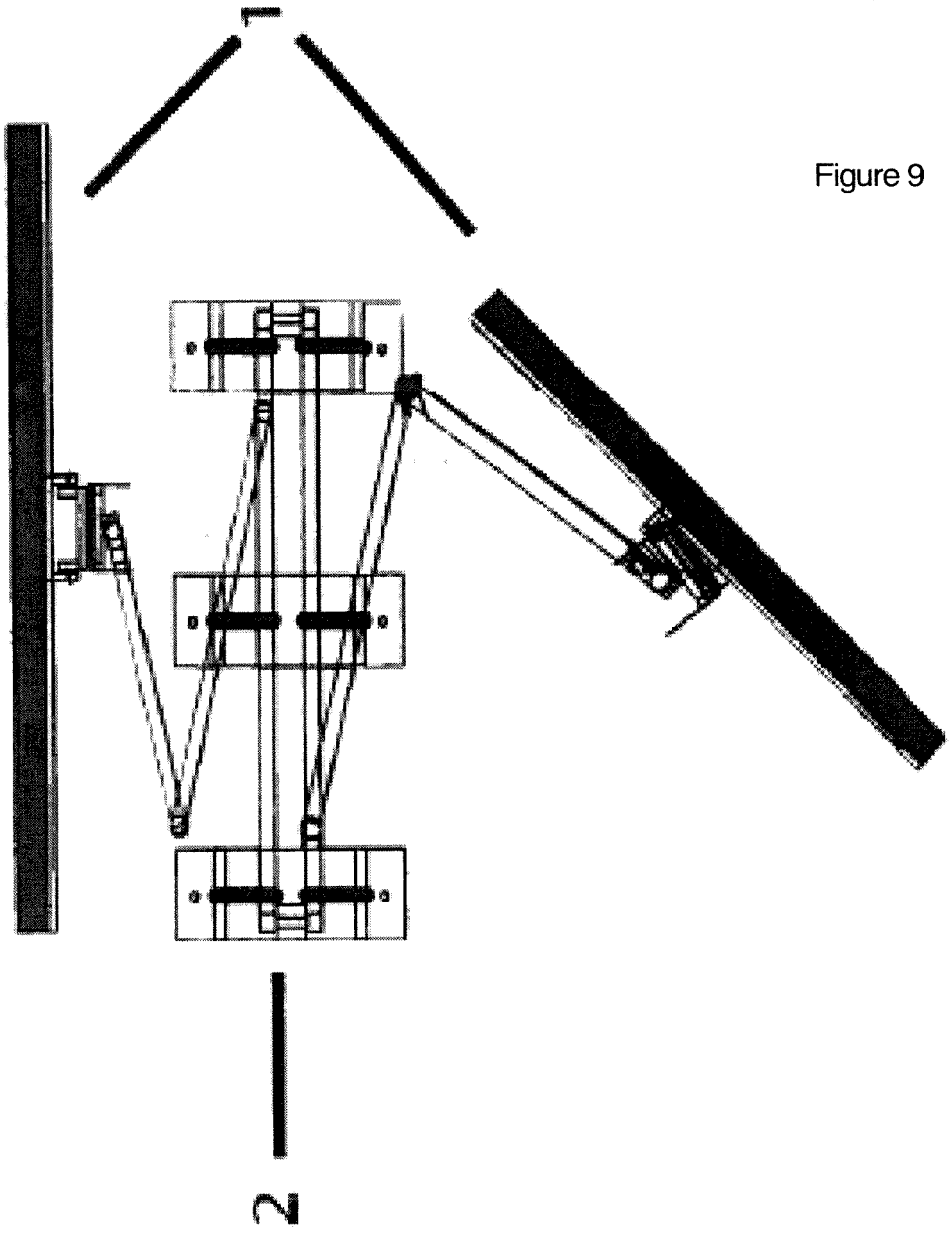


Figure 9

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EUROPEAN SEARCH REPORT

Application Number
EP 15 38 6027

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
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G09F
A63B
F16M

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
The Hague	7 September 2016	Pantoja Conde, Ana

CATEGORY OF CITED DOCUMENTS

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82

REFERENCES CITED IN THE DESCRIPTION

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